

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 12, 1997

RJR Account #332520  
Mr. A. Grass  
KEYSTONE TOBACCO

**WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008**

Dear Alan:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Filter Box	12300-24876
1	Winston Light Box	12300-22772

Product / Premium Arrival:

**December 8, 1997**

Ship Date to Retail:

**Week of: January 5, 1998**

**Displays (Item #536285)**

SKU CUBE:

**0.8260**

SKU WT (w/o Product):

**1.5000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$547.56**

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-2-

.70¢ 2-Pack Tear Tape  
KEYSTONE TOBACCO

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean  
L. E. MacWilliams

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 14  
DATE: 97-11-03  
TIME: 11:33 AMWHOLESALE : 332520 KEYSTONE TOBACCO CO., INC. <DIRECT>  
TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
TEMPLATE SEQ : 0022  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1				(607) 785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	2				(607) 754-8031
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	1				(607) 722-4643
162204	162226	763325	ANGLE MARKET #1	254 CHENANGO ST	BINGHAMTON	NY	13901	1				(607) 722-7582
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	4	NYS			(607) 722-9334
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	3	NYS			(607) 724-4557
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	1	NYS			(607) 772-8079
162605		058682	SWEENEY'S MARKET	6518 STATE RT 434	APALACHIN	NY	13732	1	NYS			(607) 625-3341

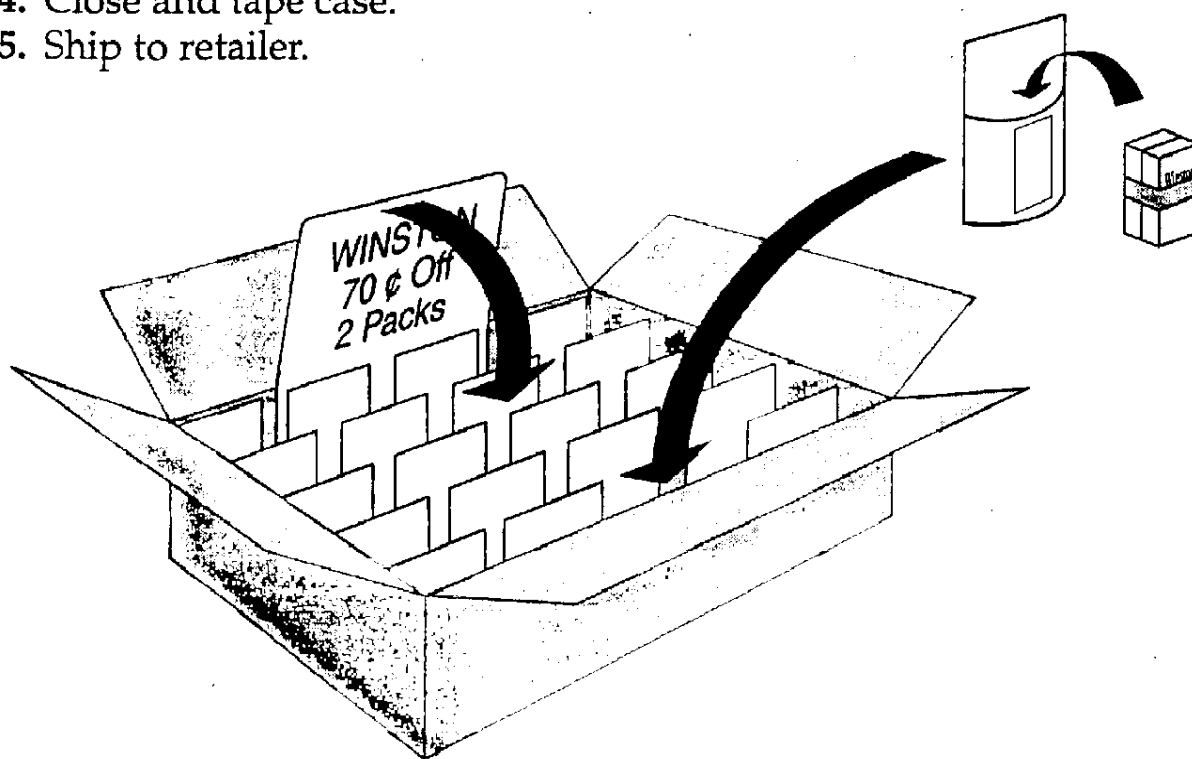
PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 14

51845 9600

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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